



CITY OF GLENDALE, CALIFORNIA REPORT TO THE CITY COUNCIL

AGENDA ITEM

Report: Award of Contract for FY 2022/2023 Legal Advertising for the City of Glendale -

1. Motion Awarding a Contract to HLR Media, LLC DBA Glendale Independent, sole responsible bidder, Specification No. 3933

COUNCIL ACTION

Item Type: Consent Calendar

Approved for July 12, 2022 **calendar**

EXECUTIVE SUMMARY

A motion is presented for Council's consideration to award a contract for Legal Advertising for Fiscal Year 2022/2023 to HLR Media, LLC DBA Glendale Independent as the sole responsible bidder of general circulation which shall be published in the City of Glendale according to Article VI. Section II of the Glendale City Charter.

COUNCIL PRIORITIES

Not Applicable.

RECOMMENDATION

Adopt a Motion awarding the contract for Legal Advertising for the City of Glendale for FY 2022/2023 to HLR Media, LLC dba Glendale Independent.

BACKGROUND

On June 7, 2022, the City Council approved Specification No. 3933 for the FY 2022/2023 Legal Advertising contract and directed the City Clerk to advertise for bids. A bid was received on June 22, 2022 from Glendale Independent in the amount of \$2.70 per lineal inch for the first insertion and \$2.70 for the subsequent insertion.

ANALYSIS

The Council shall annually call for bids for all official advertising of the city pursuant to specifications which shall first be approved by the Council.

The City Clerk's advertising account is driven totally by outside forces based on the number of hearings being advertised for City Council and various other boards and commissions, and the publication of ordinance summaries. There is no control over the number of hearings, as they are generated by public demand. Ordinance summaries are published as they are adopted by the City Council, also being driven by circumstances beyond the control of the City Clerk.

STAKEHOLDERS/OUTREACH

Not Applicable.

FISCAL IMPACT

An appropriation of \$60,000 to fund legal advertising was approved as a part of the FY 2022-23 budget. No new appropriation is being requested at this time. The approved funding is outlined below:

Existing Appropriation		
Amount	Account String	Funding Source
\$60,000	44200-1010-CCD-0010-P0000	General Fund

ENVIRONMENTAL REVIEW (CEQA/NEPA)

Not applicable.

CAMPAIGN DISCLOSURE

This item is exempt from campaign disclosure requirements.

ALTERNATIVES

Alternative 1: Pass a motion to award a contract for legal advertising for Fiscal Year 2022/2023 to HLR Media, LLC DBA Glendale Independent.

Alternative 2: Reject the sole bid and direct staff to re-advertise for bids.

Alternative 3: Consider any other alternative not proposed by staff within the limits of Article VI, Section 11 of the Glendale Charter.

ADMINISTRATIVE ACTION

Prepared by:

Aram Adjemian, City Clerk

Approved by:

Roubik R. Golanian, P.E., City Manager

EXHIBITS/ATTACHMENTS

Exhibit 1: Advertising Agreement Contract